

1. A method for providing information to at least one potential customer from an individual business owner, said individual business owner belonging to a group of many business owners, the method comprising:

5 setting up a web-site on a server, said web-site being accessed via a network by using a group uniform resource locator (URL) address, and comprising business information being common to said group of many business owners, and customized information being customized to said individual business owner;

10 supplying collateral material to said at least one potential customer, said collateral material comprising said group URL referring to said web-site, and a first unique site-code;

accessing said web-site by said at least one potential customer using said group URL;

15 inputting said first unique site-code to an input field of said web-site by said at least one potential customer; and

accessing said customized information to said individual business owner by said at least one potential customer.

2. The method of claim 1 wherein said web-site comprises a common group web-site, said common group web-site comprising said business information being common to said group of many business owners.

3. The method of claim 1 wherein said web-site further comprises a customized individual business owner web-site, said customized individual business owner web-site containing said information customized to said individual business owner information.

4. The method of claim 1 wherein said first unique site-code comprises an individual business referral name.

30 5. The method of claim 1 wherein said first unique site-code comprises a sequence of alphanumeric characters.

6. The method of claim 2 wherein said group web-site further comprises proprietary information, and said individual business owner can access said proprietary information by inputting a second unique site-code.

5

7. The method of claim 6 wherein said second unique site-code comprises an individual business name.

8. The method of claim 6 wherein said second unique site-code comprises a sequence of alphanumeric characters.

10 9. The method of claim 1 wherein said collateral material comprises an email address.

15 10. The method of claim 1 wherein the collateral material comprises an email address that is an alias.

11. The method of claim 1 wherein said network comprises the Internet.

20 12. The method of claim 1 wherein said network comprises an intranet.

13. The method of claim 1 wherein said network comprises a private network.

25 14. The method of claim 1 wherein said group comprises more than one individual business owner, each individual business owner having a corresponding customized individual business owner web-site.

15. The method of claim 14 wherein said customized web-site comprises information customized to said individual business owner.

30

16. The method of claim 1 further comprising, after setting up said web-site, providing customized information customized to said individual business owner to said web-site.

5 17. The method of claim 16 wherein, said providing of customized information customized to said individual business owner comprises:

providing a data table, said data table comprises at least two records, each record comprising a plurality of fields;

10 inputting into said plurality of fields said at least first unique site code and data comprising customized information to said individual business owner;

programming executable software code to access said data table and one of said at least two records by inputting said first unique site-code, and retrieving said customized information; and

storing said data table and said executable software code on said server.

15

18. A system for performing web-based marketing for an individual business owner wherein, said individual business owner belongs to a group of many business owners, the system comprising:

20 collateral material comprising a group URL referring to a web-site, and a first unique site-code, wherein said collateral material is supplied to a potential client;

25 a host computer, said host computer comprising a group web-site common to said group of many business owners, an individual owner's web-site, an executable software code and a database, said database comprising said business information being common to said group of many business owners, and customized information to said individual business owner; and

a user computer connected to said host computer via a network allowing said potential client to access said business information common to said group of many business owners and said customized information to said individual business owner by accessing said host computer and said group web-site via said network.

30

19. The system of claim 18 wherein said network comprises the Internet.

20. The system of claim 18 wherein said network comprises an intranet.

21. The system of claim 18 wherein said network comprises a private network.

5

22. The system of claim 18 wherein said first unique site-code comprises a sequence of alphanumeric characters.

23. The system of claim 18 wherein said first unique site-code comprises an individual business referral name.

10

24. The system of claim 18 wherein said group web-site further comprises proprietary information, and said individual business owner can access said proprietary information via a second unique site-code.

15

25. The system of claim 18 wherein said second unique site-code comprises a sequence of alphanumeric characters.

20

26. The system of claim 18 wherein said second unique site-code comprises an individual business referral name.

27. The system of claim 18 wherein said group web-site is accessed by using said group URL.

25

28. The system of claim 18 wherein said group web-site displays business information being common to said group of many business owners.

29. The system of claim 18 wherein said individual owner's web-site displays customized information to said individual business owner.

30